

Home away from home

Design Entry Template

American Standard



as:da

american
standard
design
award

asia
pacific
2024

**Hospitality Bathroom Project:
"Welcome Back"
Participant ID:
ASDA24-13062**



American Standard

Design Concept Summary

"Welcome Back" project embraces the essence of homecoming in every detail of its hospitality bathroom space. Inspired by Zen tranquility, the design offers a haven of calm and familiarity to guests, akin to the comfort of their own homes. Through a thoughtful fusion of natural elements, soft lighting, plush textures, and earthy tones, the ambiance exudes warmth and relaxation, catering to diverse travelers' needs. Drawing from Japanese Onsen culture, innovative features provide a customizable bathing experience, promoting stress relief and serenity. With a focus on practicality and sustainability, the design ensures effortless maintenance and water efficiency, prioritizing guest comfort and satisfaction. Meticulously selected products and intuitive technology elevate the hospitality experience, promising guests a memorable stay characterized by the welcoming embrace of home and the excitement of new adventures. Welcome back, where every moment becomes a cherished memory.



Innovative technology



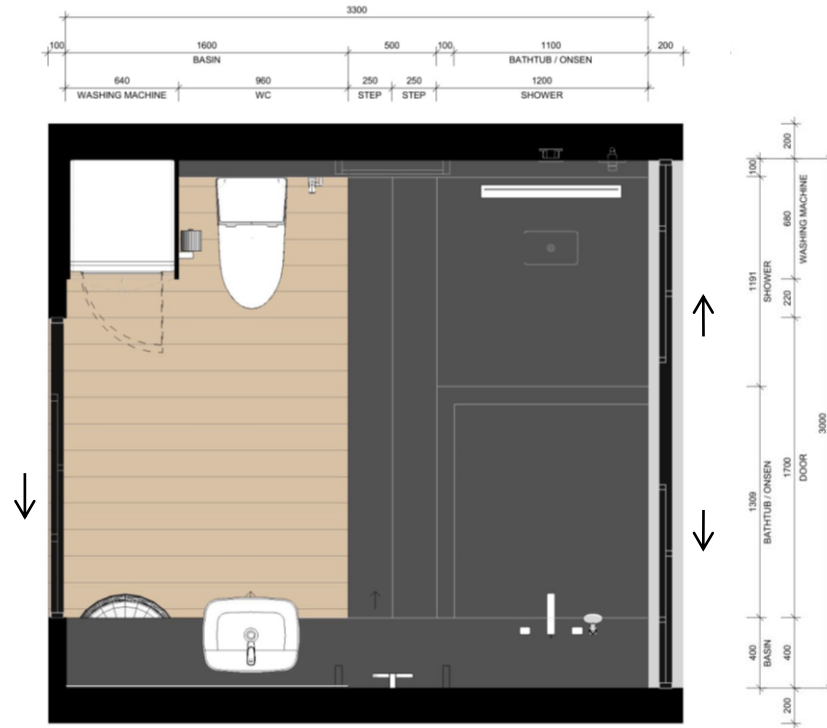
One with nature



Convenience and comfort



Design: Floor Plan and Elevations

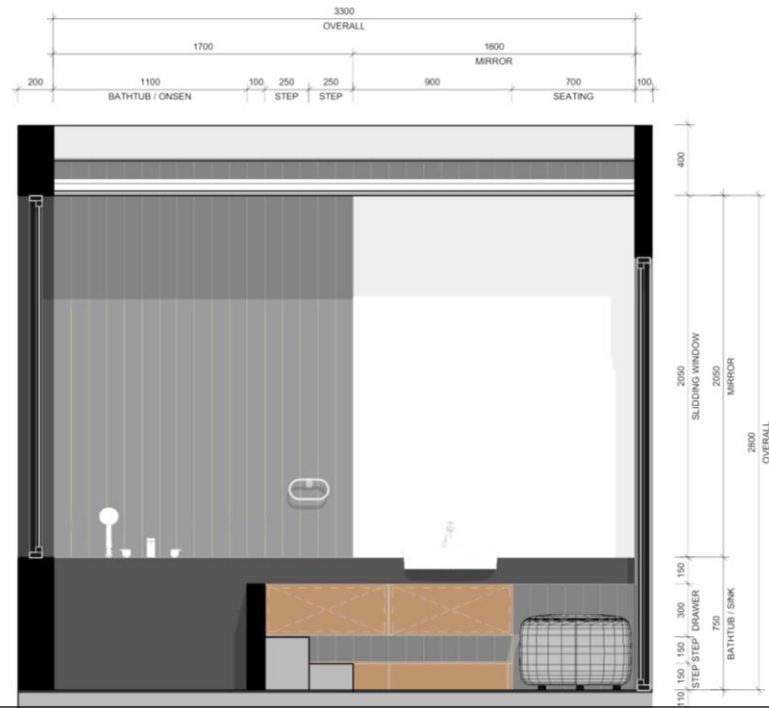


FLOOR PLAN

Design: Floor Plan and Elevations

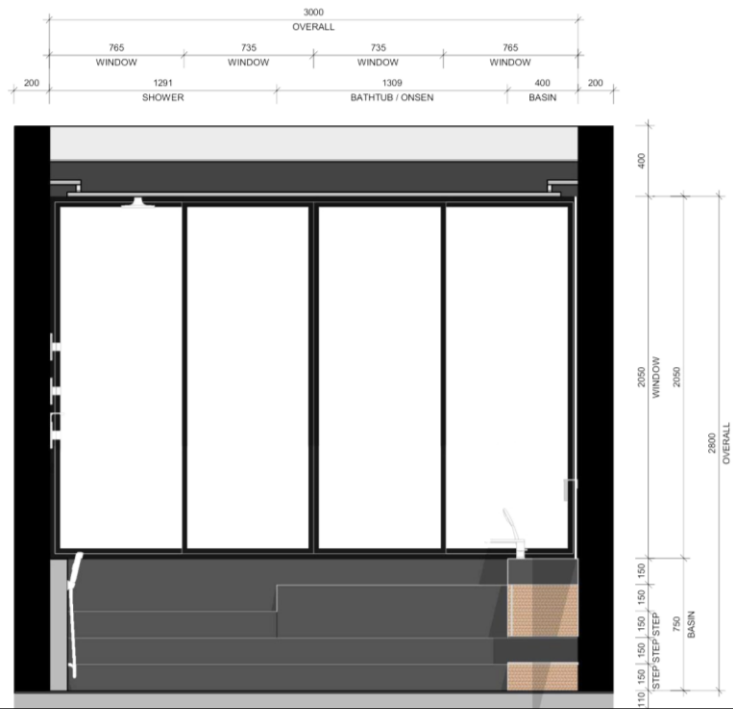


ELEVATION 1



ELEVATION 2

Design: Floor Plan and Elevations



ELEVATION 3



ELEVATION 4

Design Visuals: Overview

The **Overview** render features a wall window overlooking the view, where the Onsen bathtub and shower are situated. The view highlights the connection to nature and the relaxing elements inherent in this design.



**Design
Visuals:**
Full
Bathroom



BATHTUB

VANITY



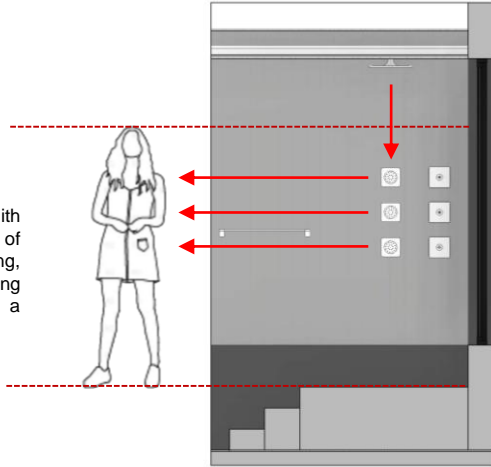
WASHING MACHINE
DRYER, CABINET

WC

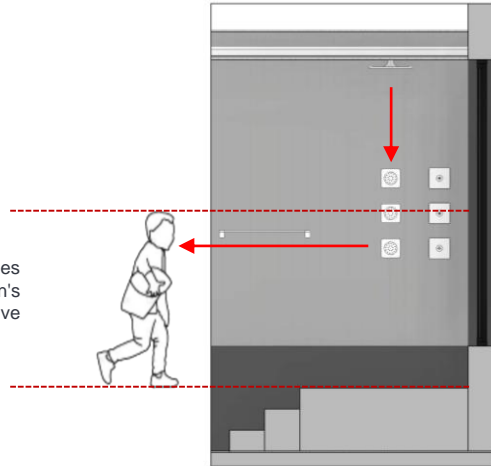
SHOWER

Design Visuals: Shower Area

The EasySet Hand/ Body Shower With Concealed Body: Through the integration of ergonomic designs and intelligent engineering, experiencing a comfortable and relaxing shower is now effortlessly achieved with a simple push and turn of a button.



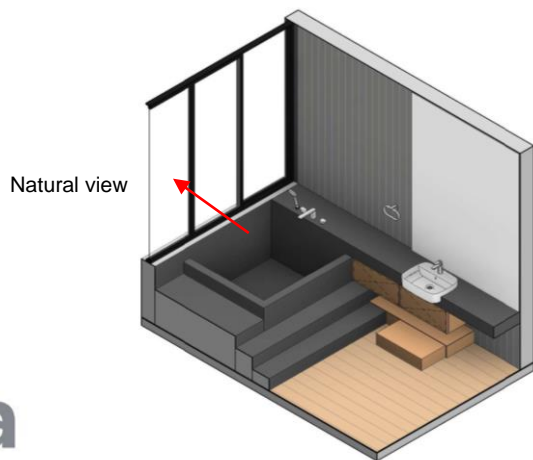
The configuration of these Concealed Bodies caters to both adult and young children's shower requirements, making it age-inclusive and an innovative product.



Design Visuals: Shower Area



Indulge in the tranquil luxury of an Onsen-inspired bathtub, offering guests unparalleled relaxation and rejuvenation in the hospitality retreat while connecting with natural surrounding.



Natural view

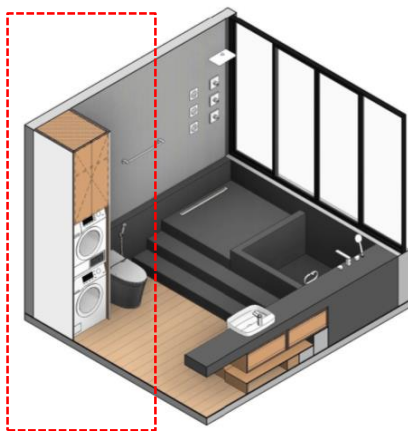


Design Visuals: Toilet Area

While away from home on vacation or a business trip, guests can now easily tackle laundry tasks conveniently with the washing machine and dryer provided in the hospitality bathroom.



Efficient utilisation of space for multitasking, catering to diverse needs.



Design Visuals: Basin Area

Seating at vanity table for make-up and various other tasks, catering to diverse needs



Pull-out Step Stool for young children to stand on when they need to reach the basin.



**Design
Visuals:**
Optional
Images/
Information



Multi-functional space

Additional seating area for carrying out bathroom tasks, unwinding, and enjoying each other's company while taking in the view.



Multi-generational space

Additional assistance for young children to access amenities.

Specifications: Colors, Materials and Finishes







Use this text box for
description, if required.



Use the space on the right to
show colors, materials and
finishes.



1. Pietra d'Avola | Ishiburo stone
2. Timber board
3. Polish concrete | Mate black
4. Melamine Face Board | Moldau Acacia
5. Sliding Glassdoor & Black metal frame

American Standard Products Specified

	Product Name	Product Image	Reason for Selection
1	EasySet Body Shower With Concealed Body		<ul style="list-style-type: none"> - New experience for shower - Minimalistic design >> Easy to clean >> Hygienic
2	EasySet For Hand Shower		<ul style="list-style-type: none"> - New experience for shower - Minimalistic design >> Easy to clean >> Hygienic - Flexible for kids to shower
3	EasySet For Head Shower		<ul style="list-style-type: none"> - New experience for shower - Minimalistic design >> Easy to clean >> Hygienic
4	EasySet For Body Shower		<ul style="list-style-type: none"> - New experience for shower - Minimalistic design >> Easy to clean >> Hygienic
5	Acacia E Towel Bar 600 mm		<ul style="list-style-type: none"> - Convenient to hang clothes - Minimalistic design >> Easy to clean >> Hygienic
6	Bath Faucets & Mixer Acacia E		<ul style="list-style-type: none"> - New experience for bathtub - Minimalistic design >> Easy to clean >> Hygienic

	Product Name	Product Image	Reason for Selection
7	Toilets One-piece STUDIO S Tankless		<ul style="list-style-type: none"> - Save water - Quiet and comfortable to use - Minimalistic design >> Easy to clean >> Hygienic
8	DuoSTiX Hygiene Spray		<ul style="list-style-type: none"> - Minimalistic design >> Easy to clean and use - Flexible use, multi-purpose >> Fit with different types of users
9	Signature 550mm Semi-Counter Basin Single hole		<ul style="list-style-type: none"> - Save space for the vanity top - Flexible use >> Fit with different types of users (especially young kids)
10	Head Shower for Exposed EasySET		<ul style="list-style-type: none"> - Minimalistic design >> Easy to clean >> Hygienic
11	Signature SH Basin Mixer		<ul style="list-style-type: none"> - Minimalistic design >> Easy to clean >> Hygienic - Remove the complication of levers and knobs >> Easy to use
12	Acacia Evolution Paper Holder		<ul style="list-style-type: none"> - Minimalistic design >> Easy to clean >> Hygienic

Appendix

Design Story – Limit to 150 words per answer.

- What is the inspiration for your design?

My design is inspired by the idea of a sanctuary, offering guests a peaceful retreat similar to their own homes. Drawing inspiration from nature's beauty, I envision a bathroom that seamlessly blends natural elements to create a calm and relaxing atmosphere. Using soft lighting, plush textures, and earthy tones, every aspect is carefully chosen to evoke a sense of warmth and comfort. The aim is to make guests feel instantly at ease, like they would in their own homes, transcending the typical hospitality experience.

- How does the design fulfill the need of the target users?

The design caters to a diverse range of users by focusing on comfort, relaxation, and rejuvenation. Using dark earthy colours and raw natural textures, it creates a homely atmosphere suitable for guests of all ages and travel purposes. The integration of innovative technologies in ASDA products provides a unique experience for users, regardless of age or background. Furthermore, the design's flexibility allows for multiple users simultaneously, accommodating different relationships and types of guests with ease.

- How does the design fulfill the design challenge?

The design meets the challenge by creating a welcoming and practical hospitality bathroom space. It prioritizes easy maintenance with materials and layouts that are simple to clean. Additionally, it offers a soothing onsen-like bath experience, inspired by Japanese hot springs, promoting relaxation and stress relief. Innovative technology in the shower enhances the guest experience with customizable features like water pressure and aromatherapy. The design's versatile appeal caters to a wide range of customers, ensuring a memorable stay for all.

- How does the choice of products contribute to the purpose of the design?

The choice of products in the design serves the purpose effectively. Opting for minimalist designs ensures easy cleaning and maintenance in a busy hospitality setting. High-tech features provide guests with new and convenient experiences, while simplified controls make products user-friendly for all guests. Additionally, water-saving features contribute to sustainability efforts, aligning with eco-conscious practices in the industry.

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Let your ideas
change the way we
perceive hospitality
bathroom spaces

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